

PUBLIC HEALTH TOWN HALL

COVID19 and Brain Health:

Advancing Equity
for Caregivers
& Communities

**May 13
2021**

**2PM-3PM
EDT**



WATCH THE TOWN HALL HERE

Link: <https://www.youtube.com/watch?v=BEK1xFZtJlc>



Speakers



Jason Resendez

*UsAgainstAlzheimer's Center for Brain Health Equity,
BOLD Public Health Center of Excellence in
Dementia Caregiving*



Sarah Lock

AARP



Lauren J. Parker, PhD, MPH

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BOLD Public Health Center of Excellence in
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Vanessa Brown

Family Caregiver



Jasmine Nakayama, PhD, RN

*Centers for Disease
Control and Prevention*



Maria Mora Pinzon, MD, MS

Wisconsin Alzheimer's Institute



Eva M Vivian, PharmD, MS, PhD

*African American Health Network,
University of Wisconsin, School of Pharmacy*

Resource Spotlight: AARP

Sarah Lenz Lock

SVP, AARP, Policy & Brain Health

Executive Director,

Global Council on Brain Health

Twitter @SarahLenzLock



Global Council on Brain HealthSM

A COLLABORATIVE FROM AARP

COVID-19 and Brain Health: Risk Factors and Disparities

Sarah Lenz Lock

SVP, AARP, Policy & Brain Health

Executive Director,

Global Council on Brain Health



All-In Against COVID

- Since late April 2021, there have been 142 million cases of COVID resulting in 3 million deaths.
- 94% of older adults in the US reported feeling concerned about COVID.*
- People living with Alzheimer's disease are twice as likely to contract COVID.

Keenan, Teresa A., G. Chuck Rainville, and Jeffrey Love.
Coronavirus Study: Advocacy Issues. Washington, DC: AARP
Research, April 2020. <https://doi.org/10.26419/res.00385.001>

Preexisting Conditions

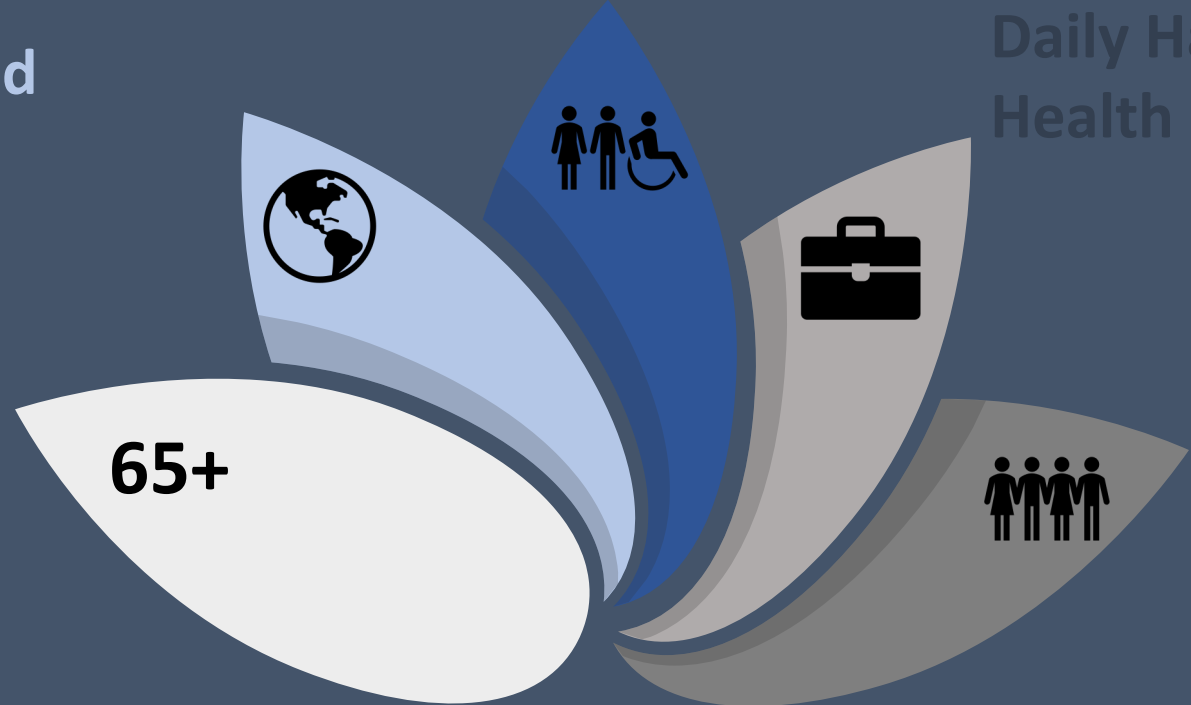
Low Income and Vulnerable SES

Daily Habits and Health Behaviors

Age

65+

Race/Ethnicity



A photograph of a woman in a white lab coat and a light blue surgical mask handing a bouquet of red flowers to an elderly woman in a doorway. The elderly woman is wearing a grey sweater and glasses. The scene is set in a doorway with a brick wall on either side. The image is overlaid with a semi-transparent dark grey layer containing text and a list.

Social Determinants of Health

- Low-income individuals have been infected in disproportionately high numbers, as many fill the role of society's "essential workers".
- Lack of access to healthcare services contributes to poorer overall health and higher mortality rates due to COVID.



Vulnerable Populations

- Existing lack of trust in the health care system from POC.
- Lack of access to the skills or means for telemedicine and vaccination registration.
- People living with Alzheimer's may be negatively impacted by the social isolation, changes in eating and sleeping habits, and lack of cognitive engagement brought on by the pandemic

GCBH Recommendations

Consider getting the vaccine

Stay physically active

Maintain a balanced diet

Stay socially engaged

Maintain a regular sleep schedule

Stimulate your brain

Don't push off medical appointments

Support mental health

Pay attention to sudden signs of confusion

Monitor changes in brain health

Moving Forward

What are the long-term effects of Covid-19 on brain health, structure, and function?

Are there any interactions between COVID-19 and neurodegenerative or vascular pathologies?

Do any treatments help with “brain fog?”

Why are people with cognitive decline and dementia more vulnerable to COVID-19, and what can we do to improve outcomes for all people?

Why do some people experience delirium and others do not?

Why do some people experience long-term symptoms, the so-called “long haulers?”

What interventions might mitigate effects of COVID-19 on the brain?

Can we predict which COVID-19 patients will develop neuro-cognitive symptoms?

How has the lack of ability to attend ceremonies, events, or cultural gatherings affected mental, emotional, spiritual aspects of brain health?

How has the loss of in-person support services impacted brain health for the medically vulnerable, such as individuals living with dementia and those with developmental disorders?

Have the virtual telehealth visits that some people have been able to access been as good or better at delivering needed health and social care?

How will the pandemic impact long-term mental well-being, including mood stability and emotional stability for people of all ages?

Resource Spotlight: Centers for Disease Control and Prevention

Jasmine Nakayama, PhD, RN

Vaccine Confidence Team

Vaccine Task Force

COVID-19 Emergency Response

Centers for Disease Control and Prevention

qdt2@cdc.gov



Vaccinate with **Confidence**

A National Strategy to Reinforce Confidence in COVID-19 Vaccines

Build Trust

Objective: Share clear, complete, and accurate messages about COVID-19 vaccines and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners.

Empower Healthcare Personnel

Objective: Promote confidence among healthcare personnel in their decision to get vaccinated and to recommend vaccination to their patients.

Engage Communities & Individuals

Objective: Engage communities in a sustainable, equitable, and inclusive way—using two-way communication to listen, build trust, and increase collaboration.

Rapid Community Assessment (RCA) Guide

- Objectives

- **Identify populations** at risk for low COVID-19 vaccine uptake.
- Continually **document lessons learned** to inform subsequent phases.
- **Identify community leaders**, trusted messengers, and important message channels.
- **Assess barriers** to COVID-19 vaccine uptake.
- **Identify, implement, and evaluate strategies** to increase COVID-19 vaccine confidence and uptake.

RCA process:

1. Identify objectives and communities of focus.
2. Plan for the assessment.
3. Collect and analyze data.
4. Report findings and plan for action.
5. Evaluate your efforts.

RCA tools:

- Vaccine rollout template
- Key informant interview
- Listening session
- Observation
- Traditional and social media monitoring

*Available in
Spanish soon!*

www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/rca-guide/index.html



COVID-19 Vaccine Communication Toolkits

- Key messages
- Frequently asked questions
- Slide deck
- Plain language fact sheet in several languages
- Printable stickers
- Customizable newsletter content
- Customizable letters
- Posters
- Social media images and sample messages
- Fotonovela



Health Departments and Public Health Partner Vaccination Toolkit
For health departments and public health partners
Help educate communities and promote the importance COVID-19 vaccination.



Vaccination Communication Toolkit
For Medical Centers, Clinics, Pharmacies, and Clinicians
Build confidence about COVID-19 vaccination among your healthcare teams and other staff.



Recipient Education Toolkit
For Healthcare Professionals and Pharmacists
Educate vaccine recipients about the importance of COVID-19 vaccination.



Long-Term Care Facility (LTCF) Vaccination Toolkit
For LTCF Administrators and Leadership
Prepare staff, residents, and their families for COVID-19 vaccination in LTCFs.



Essential Worker Vaccination Toolkit
For Employers of Essential Workers
Help plan for and encourage COVID-19 vaccination in the workplace.

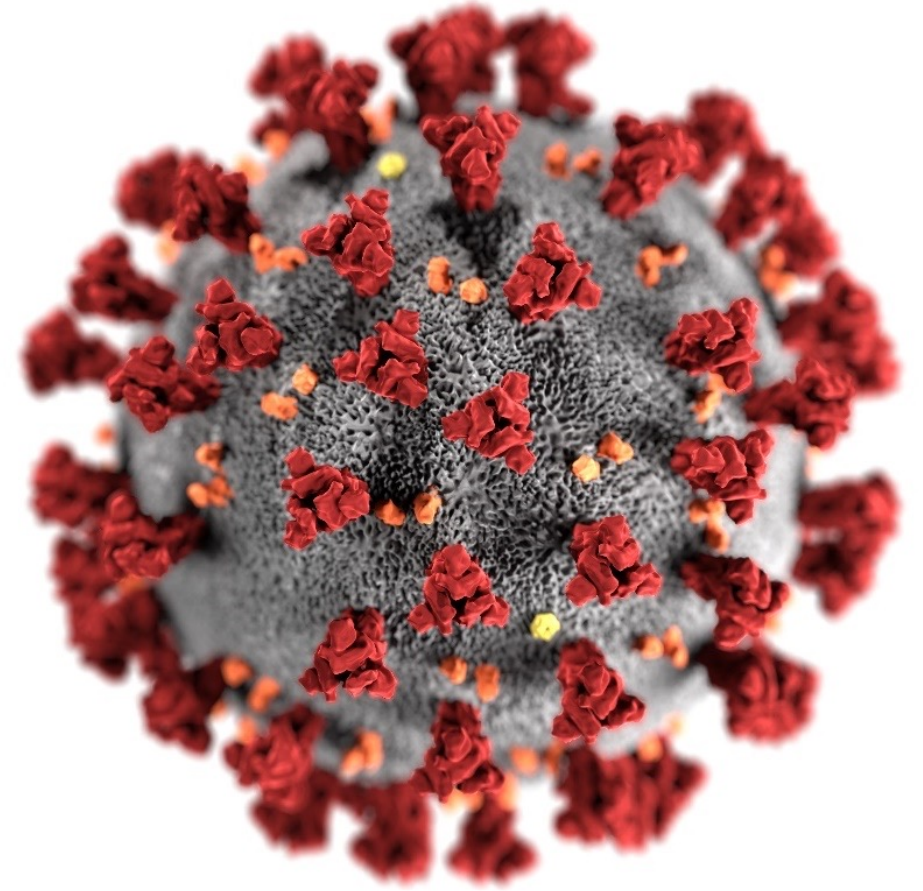


Community-Based Organization (CBO) Vaccination Toolkit
For Staff of Organizations Serving Communities
Educate communities about the benefits of COVID-19 vaccination, and address common questions and concerns.



School Settings and Childcare Programs Toolkit
For school districts, administrators, teachers, school staff, and other education and childcare professionals
Share messages about COVID-19 vaccines, promote confidence in the decision to get vaccinated, and engage school and childcare staff.

Thank you!



For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



Resource Spotlight: University of Wisconsin

Maria Mora Pinzon, MD, MS

Preventive Medicine & Public Health (Board Certified)

*Post-Doctoral Research Fellow, Department of Family Medicine
and Community Health*

Assistant Scientist, Department of Medicine

Community Academic Aging Research Network (CAARN)

Wisconsin Alzheimer's Institute



School of Medicine
and Public Health
UNIVERSITY OF WISCONSIN-MADISON



Wisconsin Alzheimer's Institute
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

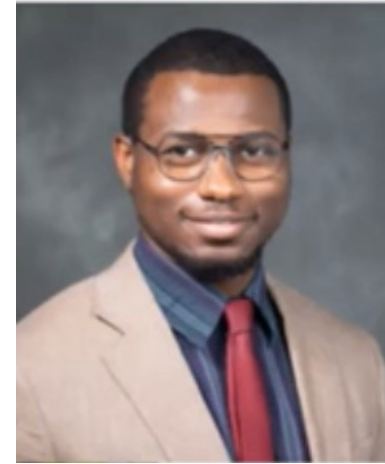
Leveraging Social Networks: The Role of Community Influencers

This project was funded through a COVID-19 Response Grant from the Wisconsin Partnership Program at the University of Wisconsin School of Medicine and Public Health



Wisconsin Partnership Program
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Our team



Scientific/medical advisors:

- Shenikqua Bouges, MD
- Ilan Kolkowitz, MD
- Will Swain, (med student)
- Daniel Summers, MD



Consejo Latino Para la Salud

January 2



Consejo Latino Para la Salud

October 7, 2020



CORONAVIRUS.U
Vacuna contra
Information

Get More Likes
When you boost

77
People Reached

Like

UWHEALTH.ORG

Protéjase a usted mismo.

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

78
People Reached

2
Engagements

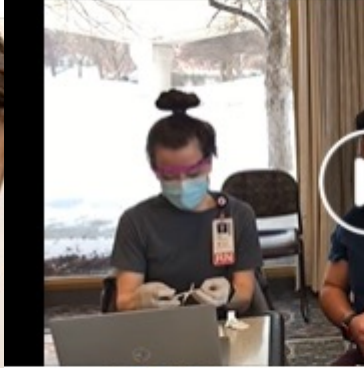
Boost Post



Consejo Latino Para la Salud

January 29

Armando Dar Gracias por poner el ej



Armando Dar is 🥰 feeling grateful.
January 29

Por mí, por mi familia, y porque sé cómo
salvan vidas. ¡Digámosle Sí a la vacuna!
#COVID19!
#GotTheShot #TrustScience #CovidVacc

138
People Reached

24
Engagements



Consejo Latino Para la Salud

Published by Patricia Tellez-Giron



Consejo Latino Para la Salud

January 25

ATENCION, ATENCION, ATENCION

Si usted tiene 65 años para arriba ¡YA PUEDE SER ELEGIBLE PARA LA
VACUNA DEL COVID!

Diferentes clínicas tienen diferentes parámetros de quien es elegible ahora
y de como contactarlos. Por favor este atento pero no llame si no es su
turno todavía.

Si usted o su familiar tiene un proveedor de salud de cabecera en una de
las clínicas de la UW Health lo mas probable es que ¡ya lo hayan
contactado! Cheque su cuenta de mychart, email, textos o teléfono. ...

See More



0:01 / 3:31

Dr. Juan Rivera

December 16, 2020

Ocho horas luego de ponerme la va

163
People Reached

2,011
People Reached

232
Engagements

Boost Unavailable

Additional Resources



Resource Spotlight: COVID19 & Brain Health

Report

<https://www.aarp.org/health/brain-health/global-council-on-brain-health/covid/>

Infographics

English:

https://www.aarp.org/content/dam/aarp/health/brain_health/2021/03/gcbh-covid-infographic-english.doi.10.26419-2Fpia.00104.002.pdf

Spanish:

https://www.aarp.org/content/dam/aarp/health/brain_health/2021/03/gcbh-covid-infographic-spanish.doi.10.26419-2Fpia.00104.003.pdf

Resource Spotlight: CDC

CDC COVID-19 Websites

COVID-19 Vaccines: What Older Adults Need to Know <https://www.cdc.gov/coronavirus/2019-ncov/downloads/Older-Adults-People-with-Disabilities-508-DistributeBox.pdf>

What Older Adults Need to Know about COVID-19 Vaccines <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/older-adults.html>

Guidance for Vaccinating Older Adults and People with Disabilities: Ensuring Equitable COVID-19 Vaccine Access : <https://www.cdc.gov/vaccines/covid-19/clinical-considerations/older-adults-and-disability/access.html>

Guidance for Vaccinating Older Adults and People with Disabilities for Vaccination Sites: <https://www.cdc.gov/vaccines/covid-19/clinical-considerations/older-adults-and-disability.html>

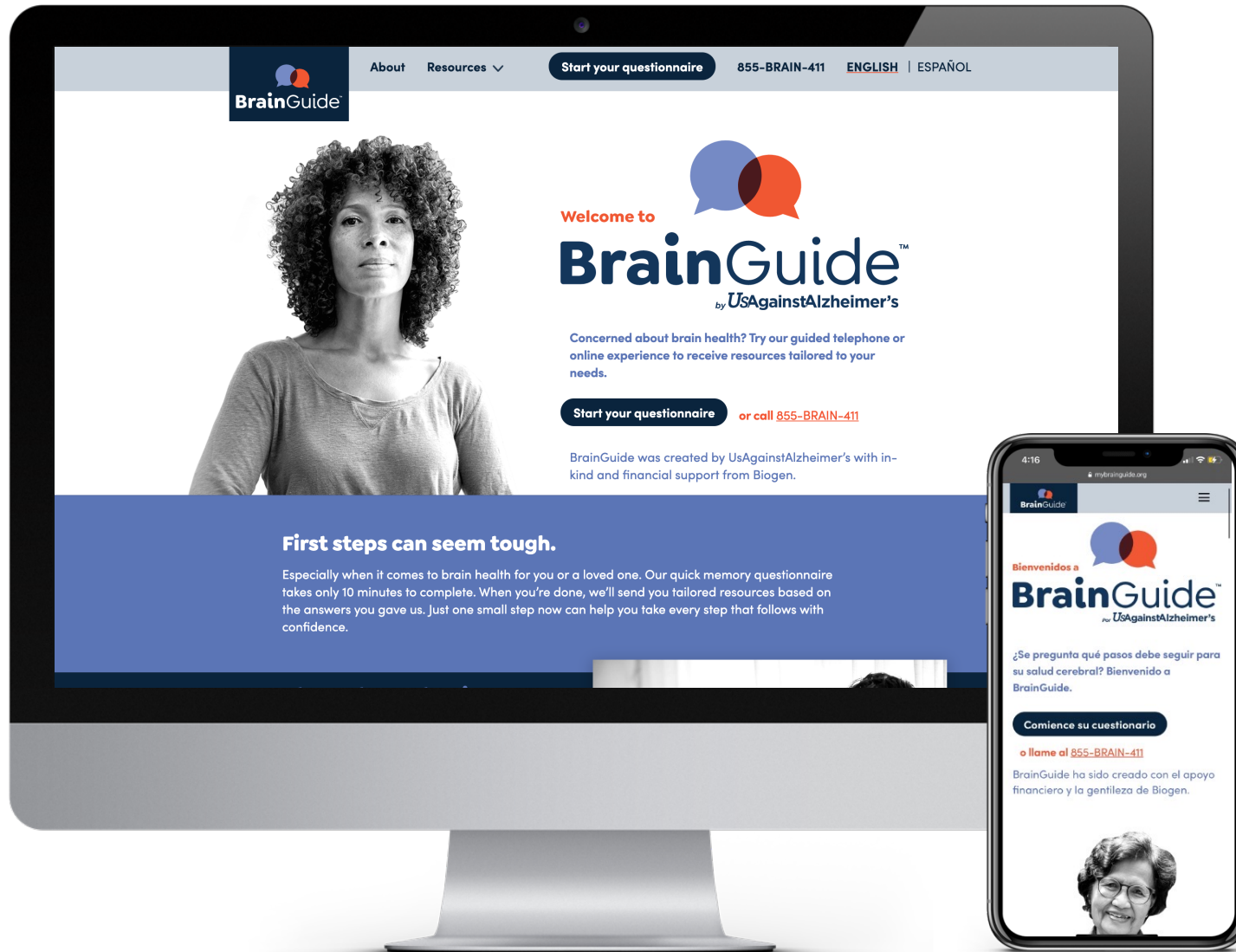
Vaccinating Homebound Persons with COVID-19 Vaccine: <https://www.cdc.gov/vaccines/covid-19/clinical-considerations/homebound-persons.html>

Considerations for Retirement Communities and Independent Living Facilities: <https://www.cdc.gov/coronavirus/2019-ncov/community/retirement/considerations.html>

When You've Been Fully Vaccinated: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html>

BrainGuide by UsAgainstAlzheimer's

mybrainguide.org | 855-BRAIN-411



BrainGuide is a first-of-its-kind platform that empowers people with knowledge and resources to take the best next steps in managing their own or a loved one's brain health.

Available in English & Spanish

[Visit the Site at mybrainguide.org](http://mybrainguide.org)

Thank You

<https://www.usagainstalzheimer.org/center-brain-health-equity>

